



Masyeo

6.51 ROAS Maximized

The Challenge

Masyeo Ginseng Flower Stem Cell faced the following challenges in establishing its presence in the competitive skincare market:

- 1. Limited Brand Awareness:** As a niche skincare product, Masyeo struggled to gain visibility and recognition amidst well-established competitors.
- 2. Consumer Education:** Many potential customers were unfamiliar with the benefits of ginseng flower stem cells, requiring targeted messaging to convey the product's unique advantages.
- 3. Market Penetration:** Breaking into a highly competitive beauty market with a premium product was a significant challenge.

The Solutions

1. Targeted Facebook Advertising Campaigns:

- Designed highly targeted ad campaigns focusing on health-conscious individuals, sensitive skin sufferers, and anti-aging enthusiasts.
- Highlighted the product's plant-based, alcohol-free, and Muslim-friendly formulation to appeal to a broad audience.

2. Educational Content Strategy:

- Developed engaging ad creatives showcasing the unique benefits of ginseng flower stem cells, such as repair, anti-inflammatory properties, and sensitivity care.
- Utilized testimonials and before-and-after visuals to build trust and demonstrate product efficacy.

3. Performance Optimization:

- Conducted A/B testing on ad visuals, headlines, and calls-to-action to identify high-performing combinations.
- Optimized targeting to focus on high-conversion demographics, ensuring efficient ad spend and maximizing ROI.

4. Social Proof and Engagement:

- Promoted positive reviews and customer feedback within the campaigns to boost credibility and attract new customers.

The Results



6.51

ROAS

(Return on Ad
Spend)



1,245

Enquiries



53%
Increase in
Website Traffic

Driven by Facebook
ads